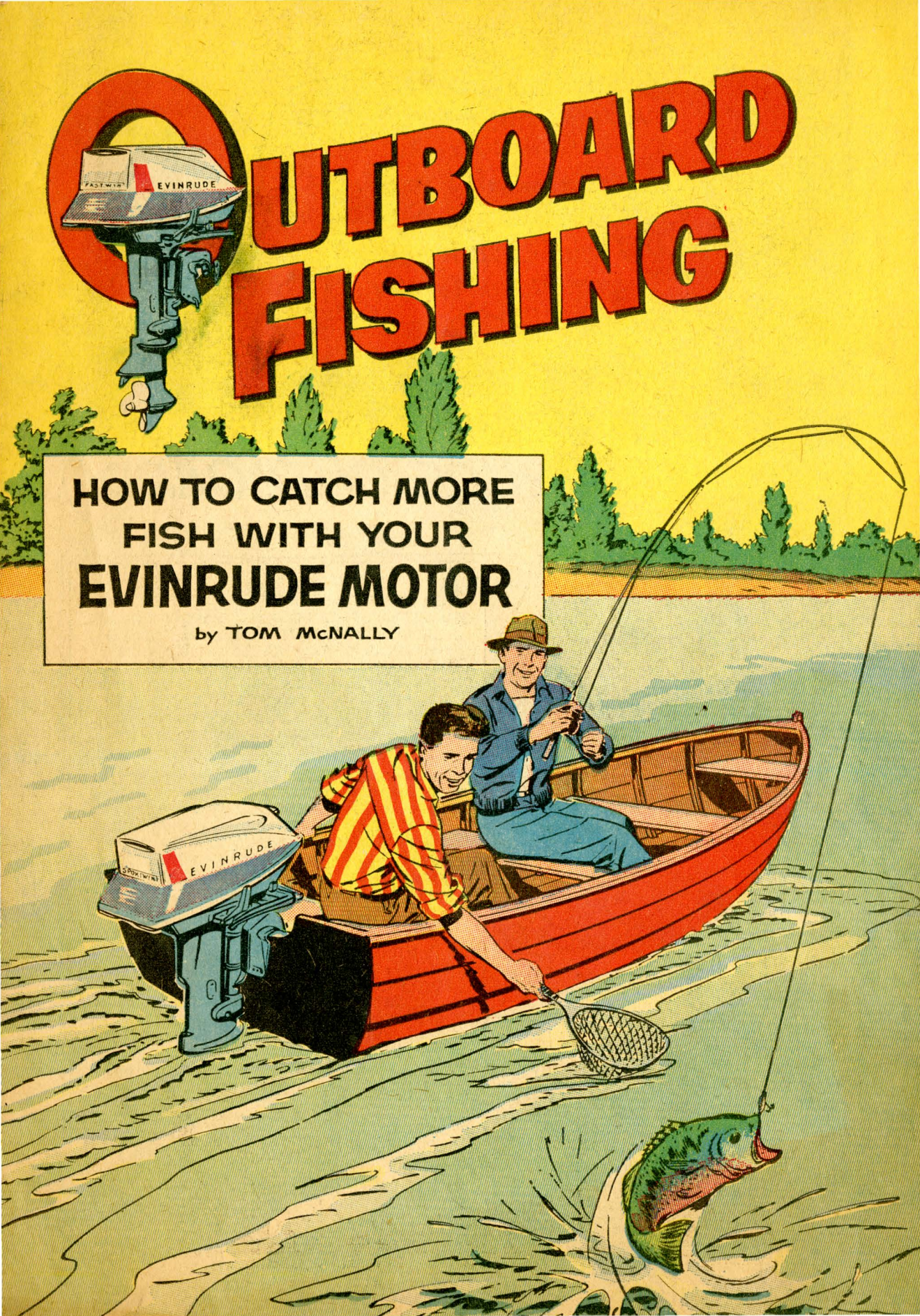
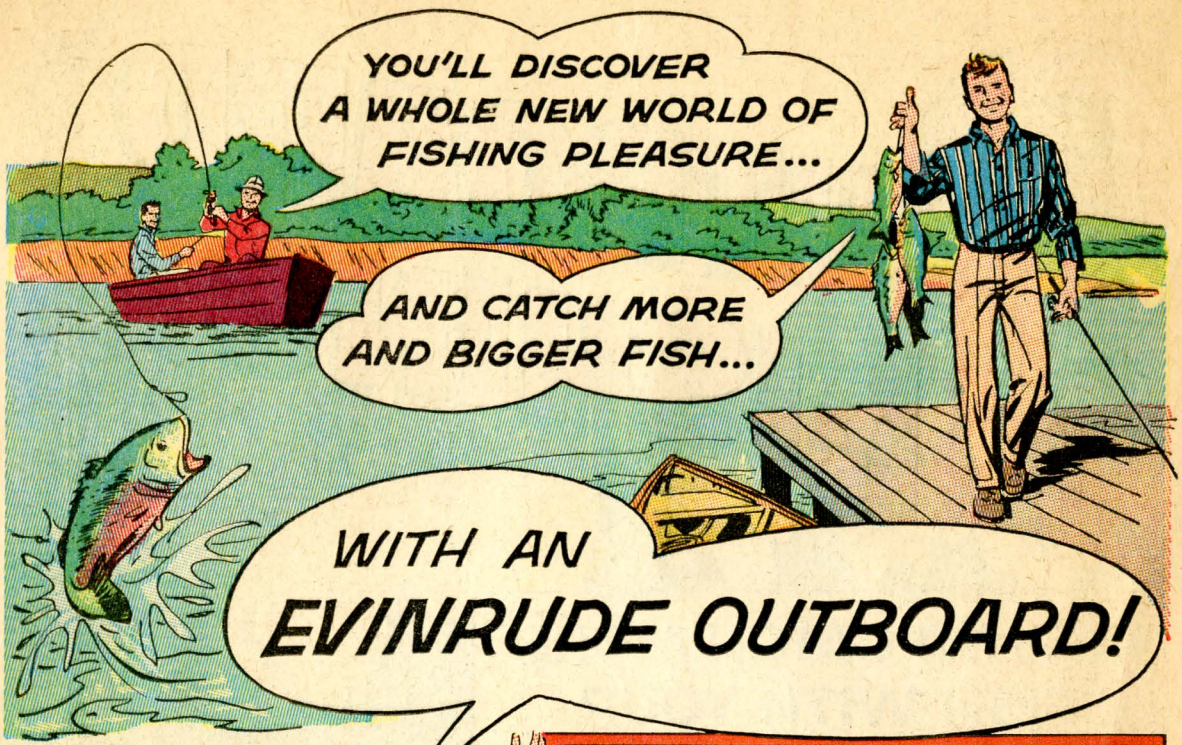
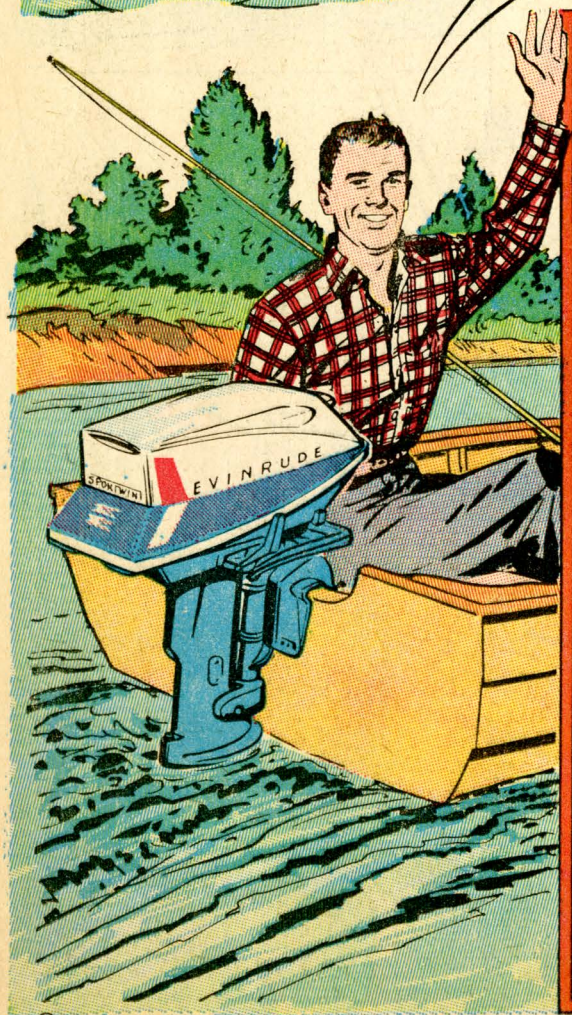

OUTBOARD FISHING
EVINRUDE
HOW TO CATCH MORE FISH WITH YOUR EVINRUDE MOTOR
by TOM McNALLY
EVINRUDE





A COMPARATIVELY NEW *SYSTEM* OF FISHING HAS BEEN DEVELOPED AFTER YEARS OF ANGLING RESEARCH. IT ACCOUNTS FOR UNBELIEVABLE CATCHES, AND IS REVEALED IN DETAIL ON THE FOLLOWING PAGES. THE TECHNIQUE OF MOTOR TROLLING PRESENTED HERE VIOLATES MANY OLD FISHING THEORIES, DEMOLISHES THE EXCUSES OF BAD WEATHER, WRONG SEASON, AND TOO MUCH FISHING PRESSURE — YET CONSISTENTLY PUTS FISH IN THE BOAT.

THE METHOD IS NOT BASED ON A *MIRACLE* LURE, AND IT ISN'T SOMETHING YOU JUST GO OUT AND DO. IT IS A SYSTEM THAT MUST BE STUDIED, UNDERSTOOD...AND TO BE EFFECTIVE MUST BE FOLLOWED ACCORDING TO FORMULA. IT IS ANGLING BASED ON A COMPLETE UNDERSTANDING OF THE HABITS OF FISH, AND THEIR MIGRATIONS.

YOU'LL BE SURPRISED AT SOME OF THIS NEW INFORMATION...IT'S PROBABLY A LOT DIFFERENT FROM WHAT YOU'VE BELIEVED FOR YEARS. BUT WITH THIS "NEW" KNOW-HOW, THE RIGHT TACKLE, AND A DEPENDABLE EVINRUDE, YOU CAN BE AN EXPERT FISHERMAN. THE FOLLOWING PAGES ILLUSTRATE AND DEMONSTRATE THIS TRADITION-BREAKING TECHNIQUE. THE CHARACTERS PORTRAYED ARE FICTIONAL, YET THE INFORMATION IN THE STORY IS **TRUE.** THE FOLKS AT EVINRUDE HOPE IT RESULTS IN MORE FISHING FUN FOR **YOU!**

Tom McNally

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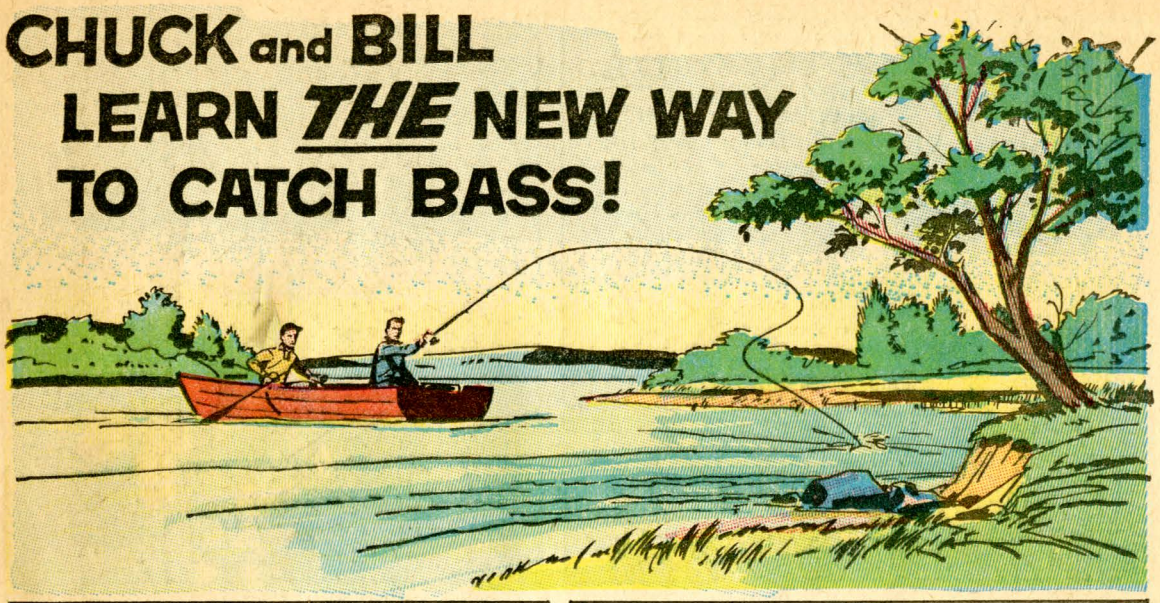
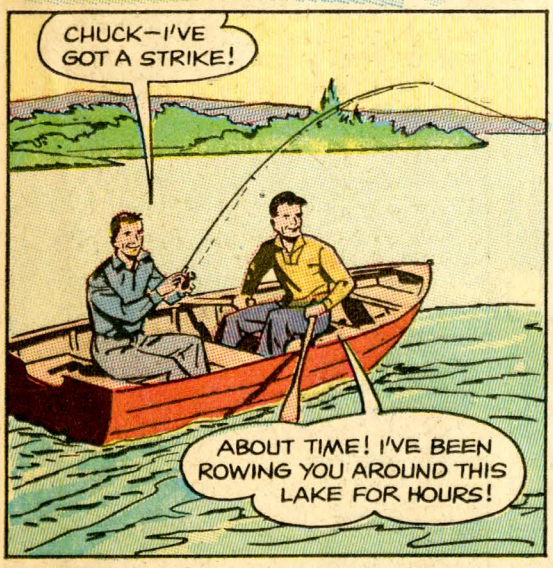
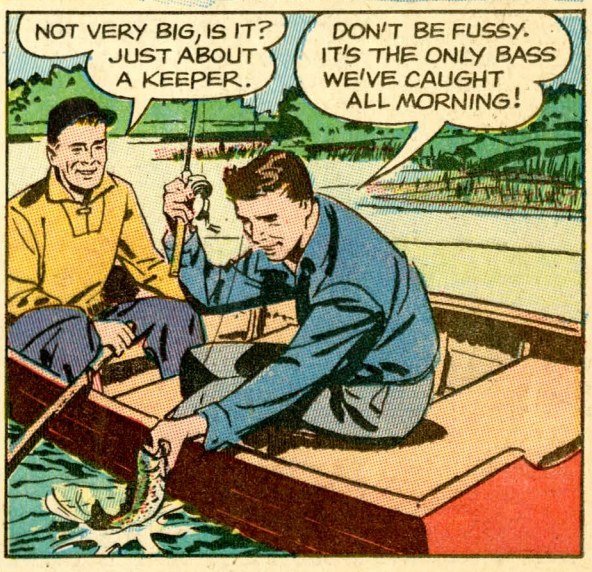
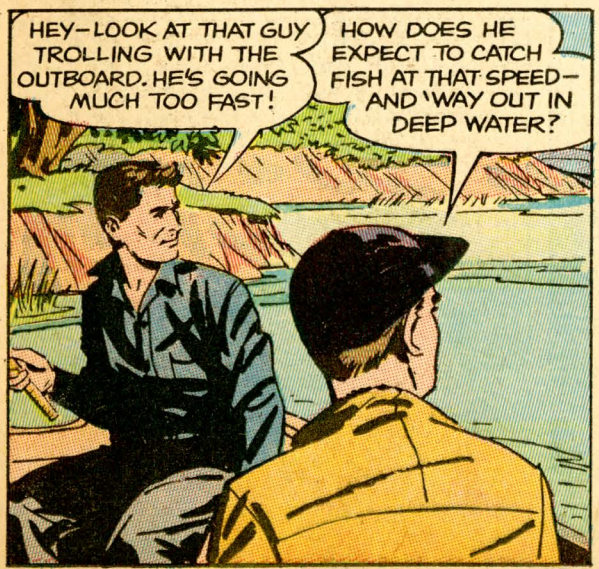
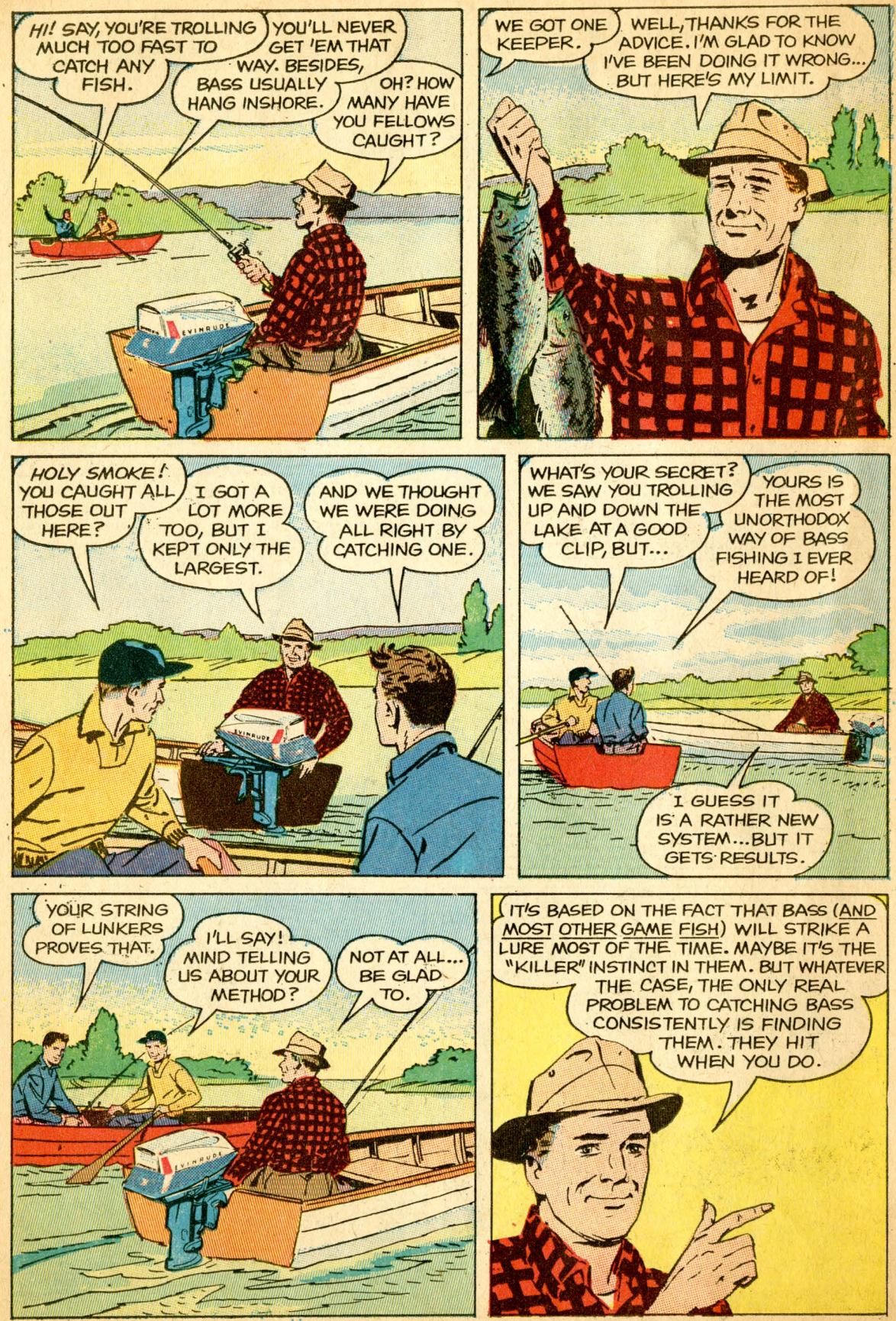
CHUCK and BILL LEARN *THE* NEW WAY TO CATCH BASS!

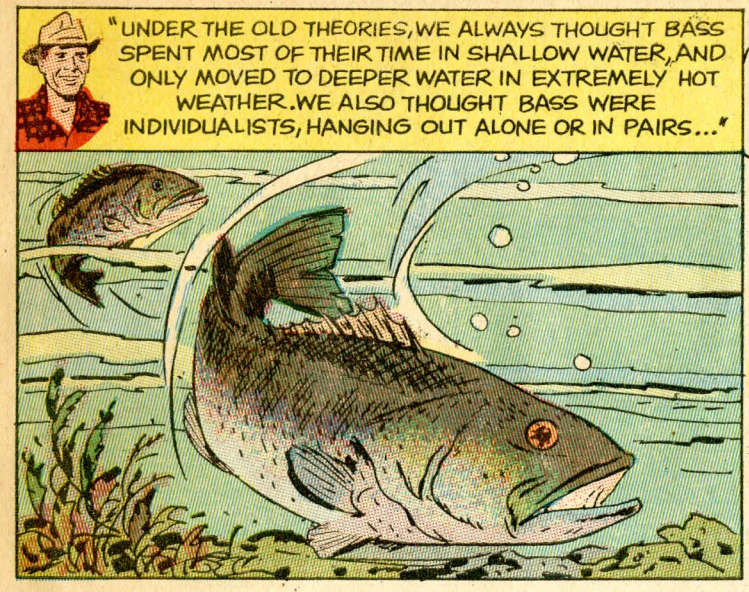




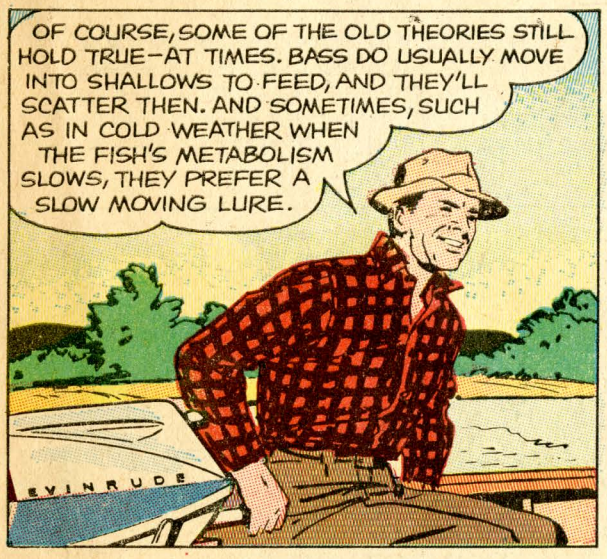


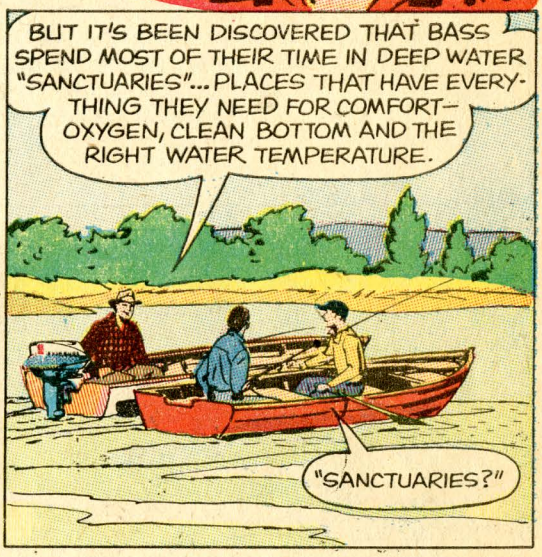

HEY—LOOK AT THAT GUY TROLLING WITH THE OUTBOARD. HE'S GOING MUCH TOO FAST!
HOW DOES HE EXPECT TO CATCH FISH AT THAT SPEED—AND WAY OUT IN DEEP WATER?

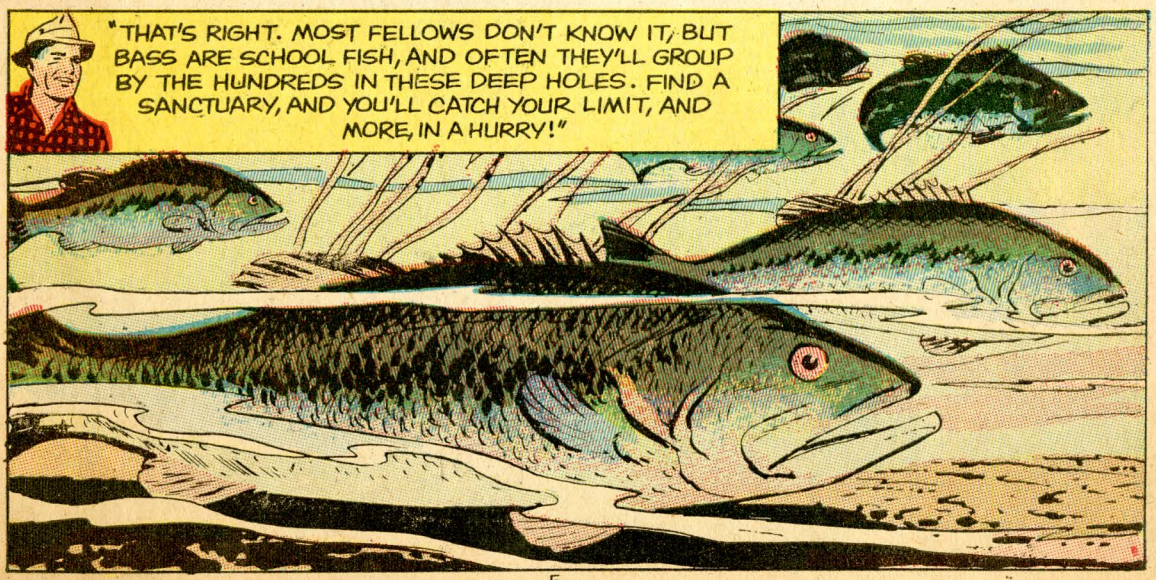

HI! SAY, YOU'RE TROLLING MUCH TOO FAST TO CATCH ANY FISH.
YOU'LL NEVER GET 'EM THAT WAY. BESIDES, BASS USUALLY HANG INSHORE.
OH? HOW MANY HAVE YOU FELLOWS CAUGHT?
EVINRUDE
WE GOT ONE KEEPER.
WELL, THANKS FOR THE ADVICE. I'M GLAD TO KNOW I'VE BEEN DOING IT WRONG... BUT HERE'S MY LIMIT.
HOLY SMOKE! YOU CAUGHT ALL THOSE OUT HERE?
I GOT A LOT MORE TOO, BUT I KEPT ONLY THE LARGEST.
AND WE THOUGHT WE WERE DOING ALL RIGHT BY CATCHING ONE.
EVINRUDE
WHAT'S YOUR SECRET? WE SAW YOU TROLLING UP AND DOWN THE LAKE AT A GOOD CLIP, BUT...
YOURS IS THE MOST UNORTHODOX WAY OF BASS FISHING I EVER HEARD OF!
I GUESS IT IS A RATHER NEW SYSTEM...BUT IT GETS RESULTS.
YOUR STRING OF LUNKERS PROVES THAT.
I'LL SAY! MIND TELLING US ABOUT YOUR METHOD?
NOT AT ALL... BE GLAD TO.
EVINRUDE
IT'S BASED ON THE FACT THAT BASS (AND MOST OTHER GAME FISH) WILL STRIKE A LURE MOST OF THE TIME. MAYBE IT'S THE "KILLER" INSTINCT IN THEM. BUT WHATEVER THE CASE, THE ONLY REAL PROBLEM TO CATCHING BASS CONSISTENTLY IS FINDING THEM. THEY HIT WHEN YOU DO.

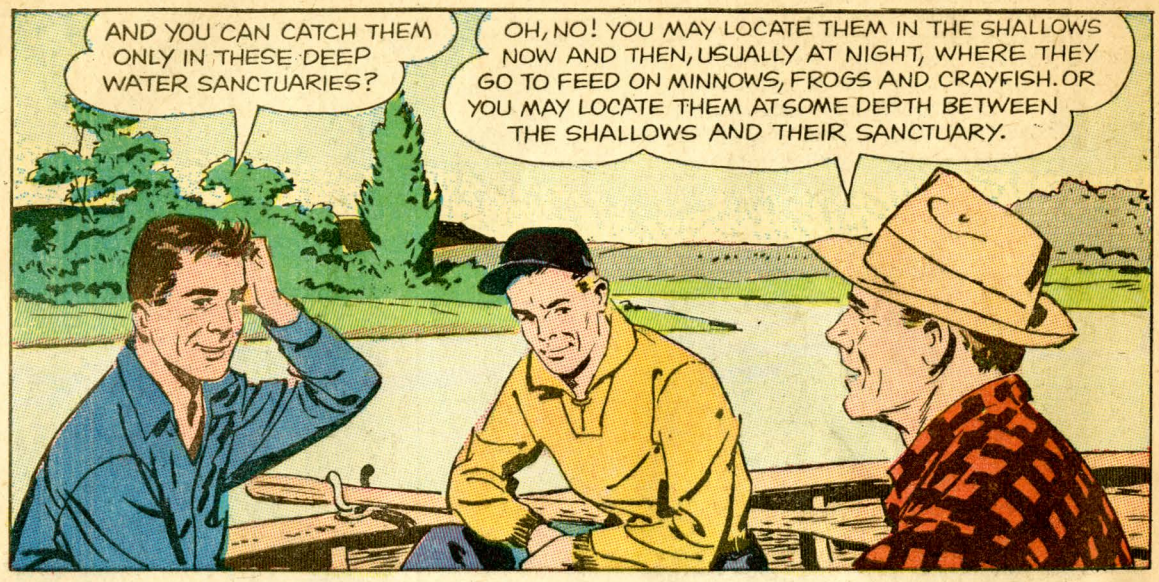

"UNDER THE OLD THEORIES, WE ALWAYS THOUGHT BASS SPENT MOST OF THEIR TIME IN SHALLOW WATER, AND ONLY MOVED TO DEEPER WATER IN EXTREMELY HOT WEATHER. WE ALSO THOUGHT BASS WERE INDIVIDUALISTS, HANGING OUT ALONE OR IN PAIRS..."

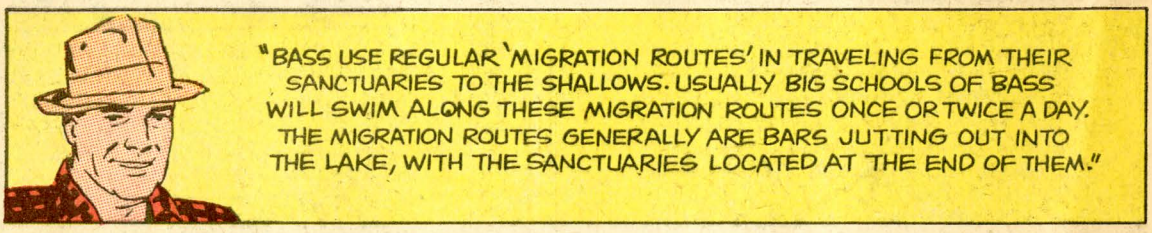
...AND MOST FISHERMEN ALWAYS FIGURED BASS WERE SLOW AND LAZY—THAT THEY COULDN'T CATCH A FAST MOVING LURE EVEN IF THEY WANTED TO.

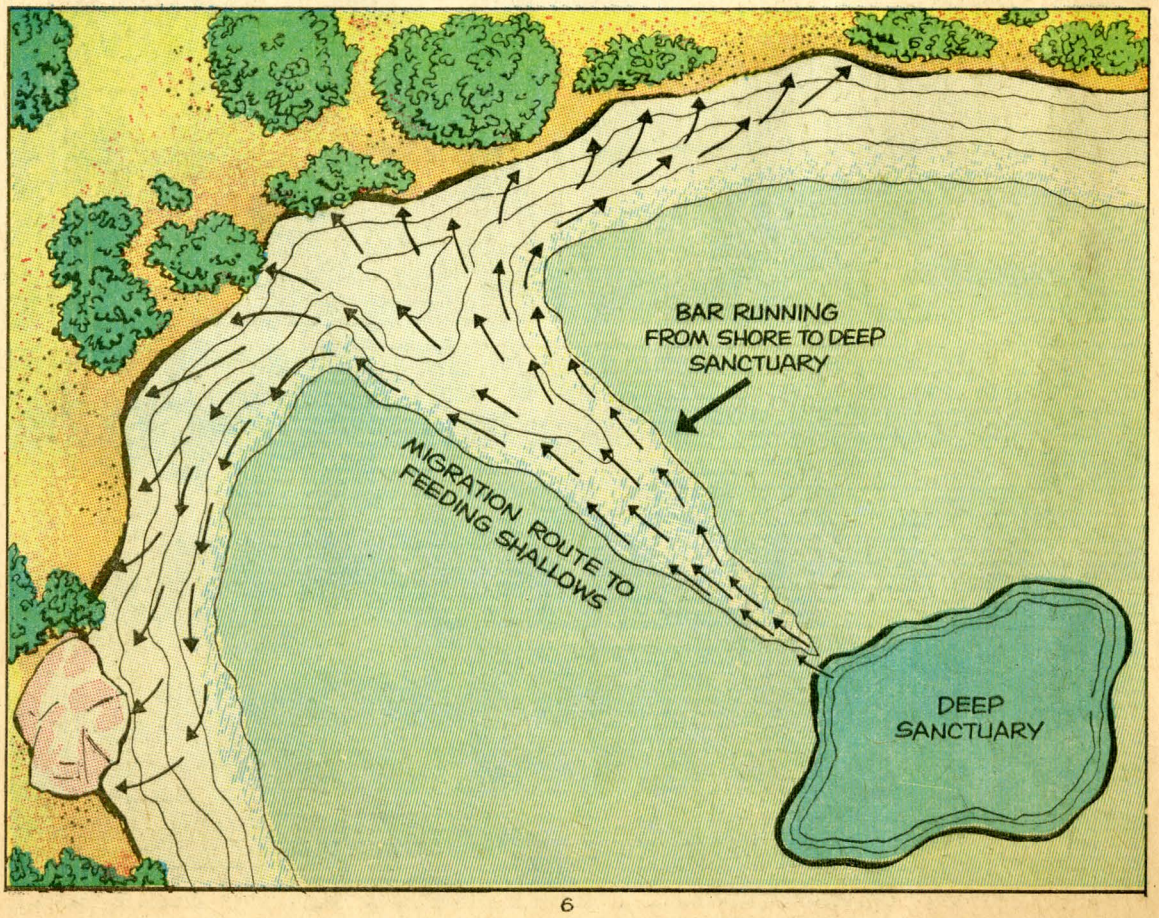

OF COURSE, SOME OF THE OLD THEORIES STILL HOLD TRUE—AT TIMES. BASS DO USUALLY MOVE INTO SHALLOWS TO FEED, AND THEY'LL SCATTER THEN. AND SOMETIMES, SUCH AS IN COLD WEATHER WHEN THE FISH'S METABOLISM SLOWS, THEY PREFER A SLOW MOVING LURE.
EVINRUDE

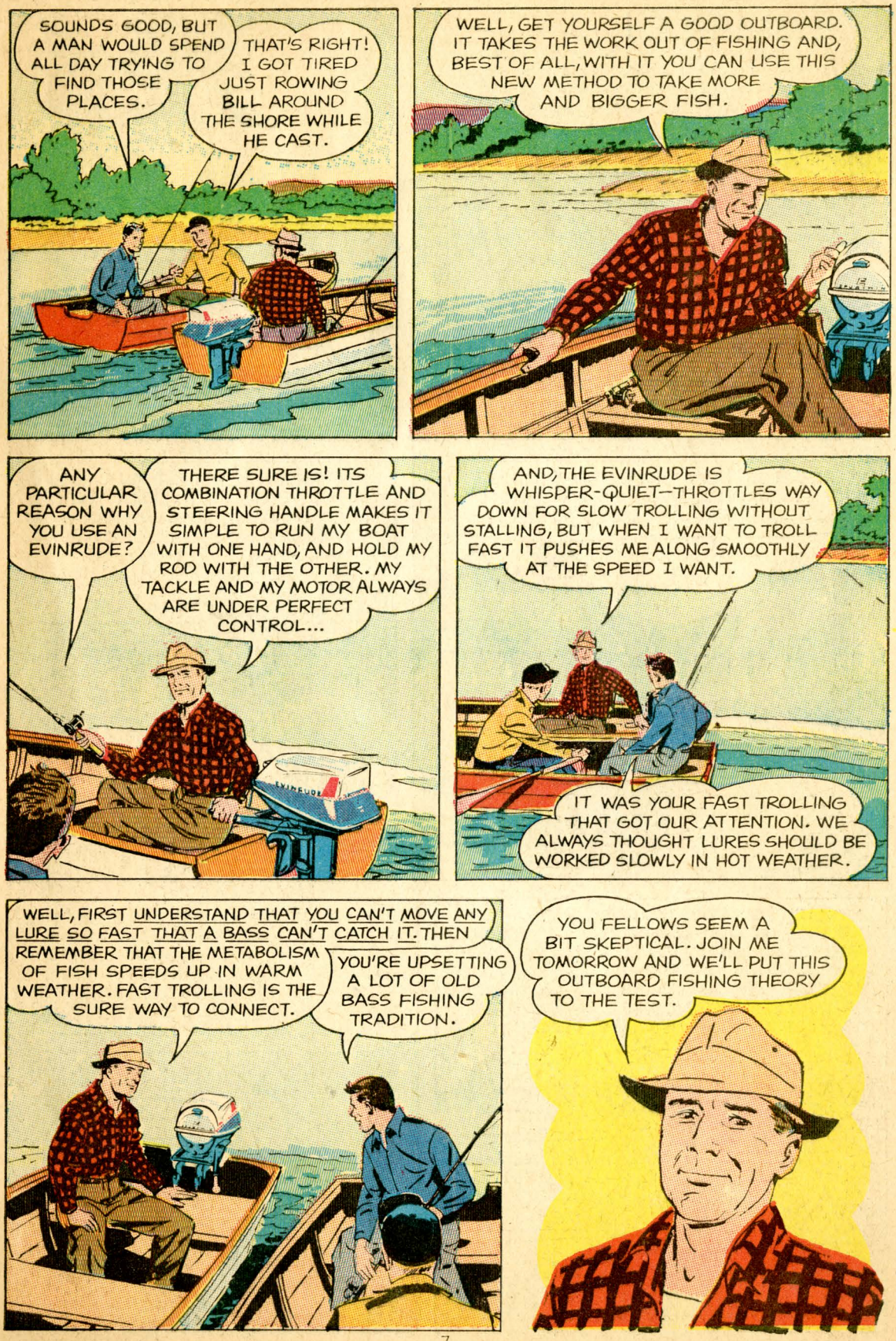

BUT IT'S BEEN DISCOVERED THAT BASS SPEND MOST OF THEIR TIME IN DEEP WATER "SANCTUARIES"... PLACES THAT HAVE EVERYTHING THEY NEED FOR COMFORT—OXYGEN, CLEAN BOTTOM AND THE RIGHT WATER TEMPERATURE.
"SANCTUARIES?"

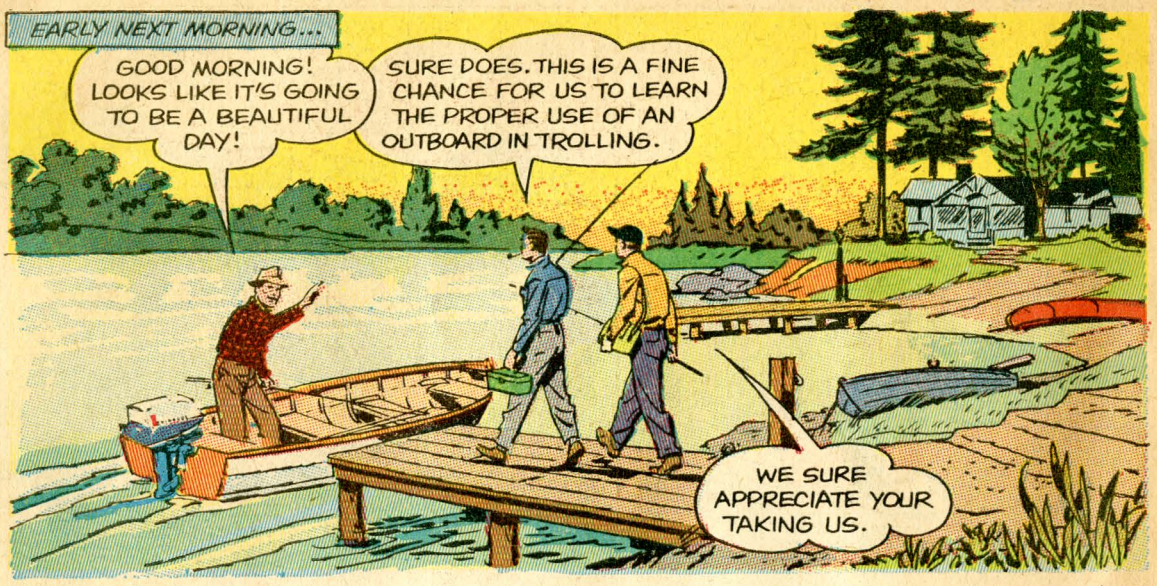

"THAT'S RIGHT. MOST FELLOWS DON'T KNOW IT, BUT BASS ARE SCHOOL FISH, AND OFTEN THEY'LL GROUP BY THE HUNDREDS IN THESE DEEP HOLES. FIND A SANCTUARY, AND YOU'LL CATCH YOUR LIMIT, AND MORE, IN A HURRY!"


AND YOU CAN CATCH THEM ONLY IN THESE DEEP WATER SANCTUARIES?
OH, NO! YOU MAY LOCATE THEM IN THE SHALLOWS NOW AND THEN, USUALLY AT NIGHT, WHERE THEY GO TO FEED ON MINNOWS, FROGS AND CRAYFISH. OR YOU MAY LOCATE THEM AT SOME DEPTH BETWEEN THE SHALLOWS AND THEIR SANCTUARY.


"BASS USE REGULAR 'MIGRATION ROUTES' IN TRAVELING FROM THEIR SANCTUARIES TO THE SHALLOWS. USUALLY BIG SCHOOLS OF BASS WILL SWIM ALONG THESE MIGRATION ROUTES ONCE OR TWICE A DAY. THE MIGRATION ROUTES GENERALLY ARE BARS JUTTING OUT INTO THE LAKE, WITH THE SANCTUARIES LOCATED AT THE END OF THEM."

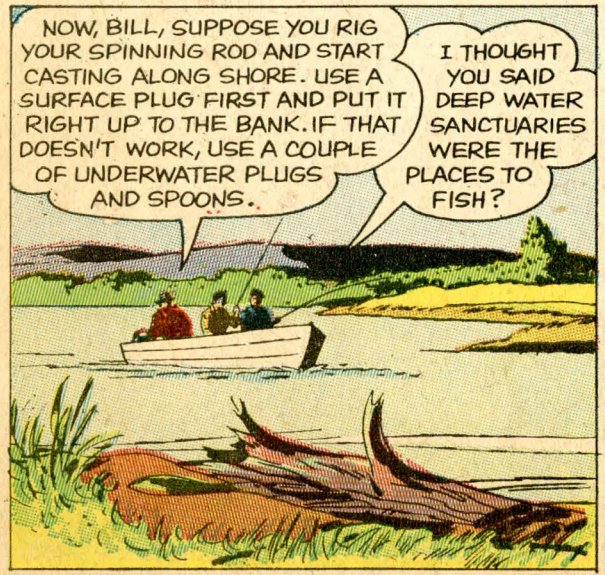

BAR RUNNING FROM SHORE TO DEEP SANCTUARY
MIGRATION ROUTE TO FEEDING SHALLOWS
DEEP SANCTUARY

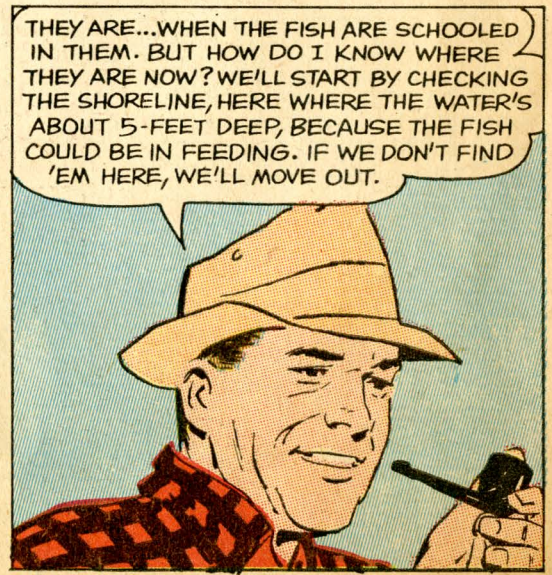

SOUNDS GOOD, BUT A MAN WOULD SPEND ALL DAY TRYING TO FIND THOSE PLACES.
THAT'S RIGHT! I GOT TIRED JUST ROWING BILL AROUND THE SHORE WHILE HE CAST.
WELL, GET YOURSELF A GOOD OUTBOARD. IT TAKES THE WORK OUT OF FISHING AND, BEST OF ALL, WITH IT YOU CAN USE THIS NEW METHOD TO TAKE MORE AND BIGGER FISH.
ANY PARTICULAR REASON WHY YOU USE AN EVINRUDE?
THERE SURE IS! ITS COMBINATION THROTTLE AND STEERING HANDLE MAKES IT SIMPLE TO RUN MY BOAT WITH ONE HAND, AND HOLD MY ROD WITH THE OTHER. MY TACKLE AND MY MOTOR ALWAYS ARE UNDER PERFECT CONTROL...
AND, THE EVINRUDE IS WHISPER-QUIET—THROTTLES WAY DOWN FOR SLOW TROLLING WITHOUT STALLING, BUT WHEN I WANT TO TROLL FAST IT PUSHES ME ALONG SMOOTHLY AT THE SPEED I WANT.
IT WAS YOUR FAST TROLLING THAT GOT OUR ATTENTION. WE ALWAYS THOUGHT LURES SHOULD BE WORKED SLOWLY IN HOT WEATHER.
WELL, FIRST UNDERSTAND THAT YOU CAN'T MOVE ANY LURE SO FAST THAT A BASS CAN'T CATCH IT. THEN REMEMBER THAT THE METABOLISM OF FISH SPEEDS UP IN WARM WEATHER. FAST TROLLING IS THE SURE WAY TO CONNECT.
YOU'RE UPSETTING A LOT OF OLD BASS FISHING TRADITION.
YOU FELLOWS SEEM A BIT SKEPTICAL. JOIN ME TOMORROW AND WE'LL PUT THIS OUTBOARD FISHING THEORY TO THE TEST.


EARLY NEXT MORNING...
GOOD MORNING! LOOKS LIKE IT'S GOING TO BE A BEAUTIFUL DAY!
SURE DOES. THIS IS A FINE CHANCE FOR US TO LEARN THE PROPER USE OF AN OUTBOARD IN TROLLING.
WE SURE APPRECIATE YOUR TAKING US.

HERE WE GO! HOPE THOSE BASS DO THEIR STUFF TODAY OR YOU FELLOWS WILL THINK I'M CRAZY... AND WAS JUST LUCKY YESTERDAY.
EVINRUDE

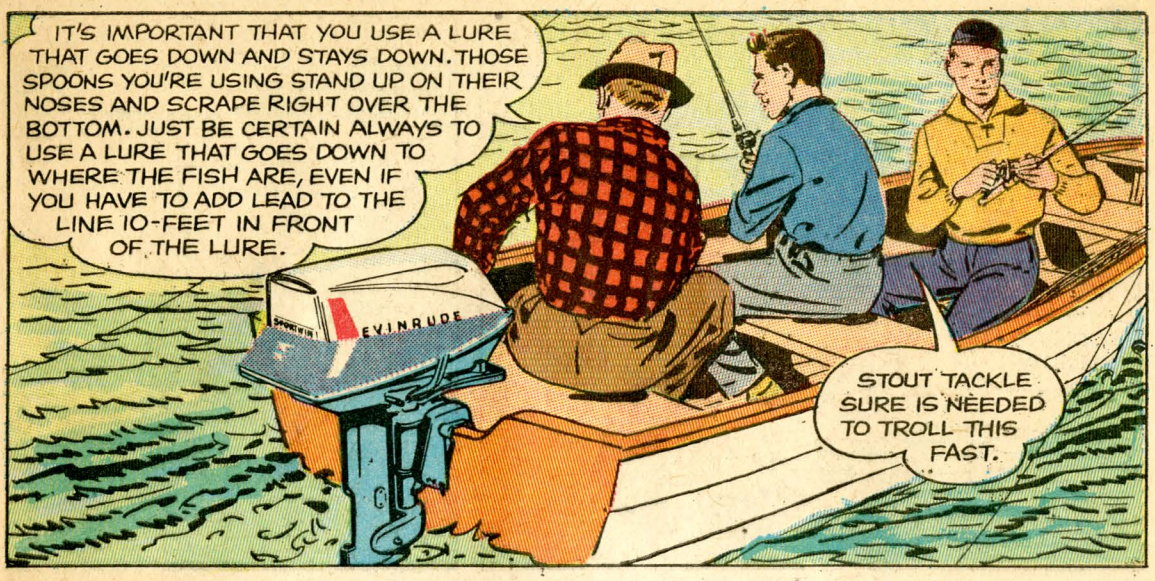
THIS MOTOR SURE GETS YOU PLACES IN A HURRY.
YES, AND AN EVINRUDE IS SO QUIET YOU CAN TALK WITHOUT SHOUTING.

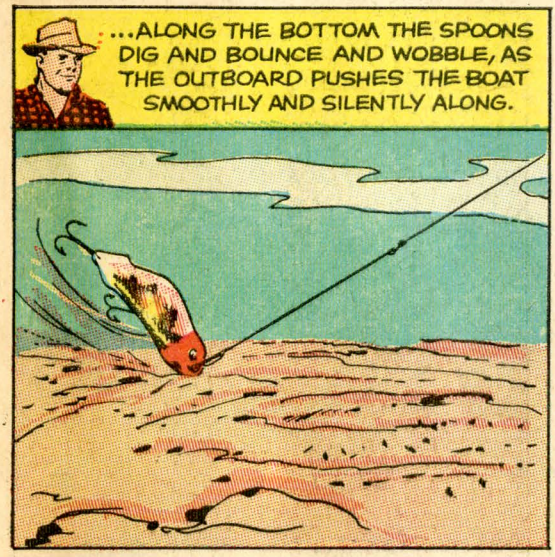

NOW, BILL, SUPPOSE YOU RIG YOUR SPINNING ROD AND START CASTING ALONG SHORE. USE A SURFACE PLUG FIRST AND PUT IT RIGHT UP TO THE BANK. IF THAT DOESN'T WORK, USE A COUPLE OF UNDERWATER PLUGS AND SPOONS.
I THOUGHT YOU SAID DEEP WATER SANCTUARIES WERE THE PLACES TO FISH?

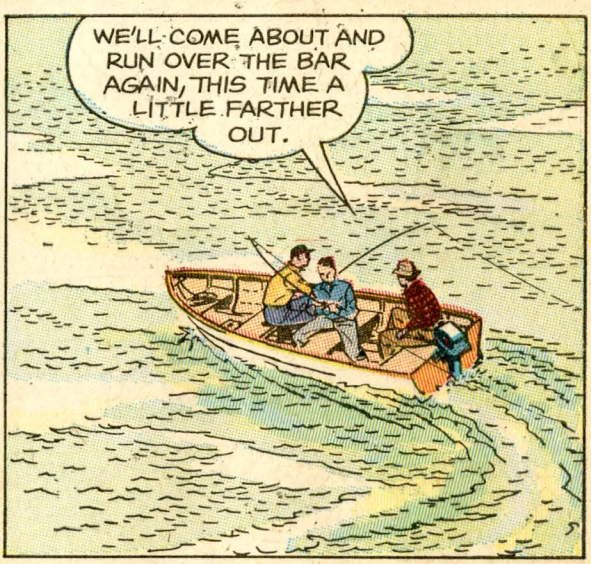

THEY ARE... WHEN THE FISH ARE SCHOOLED IN THEM. BUT HOW DO I KNOW WHERE THEY ARE NOW? WE'LL START BY CHECKING THE SHORELINE, HERE WHERE THE WATER'S ABOUT 5-FEET DEEP, BECAUSE THE FISH COULD BE IN FEEDING. IF WE DON'T FIND 'EM HERE, WE'LL MOVE OUT.

OKAY, HERE GOES.
I GUESS IT'S SMART, EVEN IN THE SHALLOWS, TO VARY THE SPEED OF YOUR RETRIEVE A BIT.
YES, IT IS. SOMETIMES IT PAYS TO KEEP SWITCHING LURES, TOO, BECAUSE NOW AND THEN THEY'LL PREFER YELLOW, FOR EXAMPLE, TO ANY OTHER COLOR. BUT SPEED OF RETRIEVE AND COLOR AREN'T NEARLY AS IMPORTANT AS LOCATING THE FISH. THEY'RE NOT GENERALLY TOO CHOOSEY.
EVINRUDE
THAT'S MY TWENTIETH CAST AND NOT A STRIKE. WHAT NOW?
WE'LL TRY FARTHER OUT. CHUCK, TIE THIS HEAVY SPOON ON AND WORK THE WATER ON THE OTHER SIDE OF THE BOAT, AWAY FROM SHORE.
A HEAVIER SPOON FOR DEEPER WATER, EH? GUESS I SHOULD CAST OUT AND LET IT SINK, THEN CRAWL IT BACK ACROSS THE BOTTOM. WHAT ABOUT COLOR IN THESE SPOONS?
UNDER BRIGHT CONDITIONS A BRIGHT LURE USUALLY IS BEST...AND A DARK COLOR UNDER DARK CONDITIONS.
LET'S SEE YOU NAIL ONE OUT HERE, CHUCK
START USING A VERY FAST, STEADY RETRIEVE, CHUCK.
I'VE GOT MY FINGERS CROSSED!

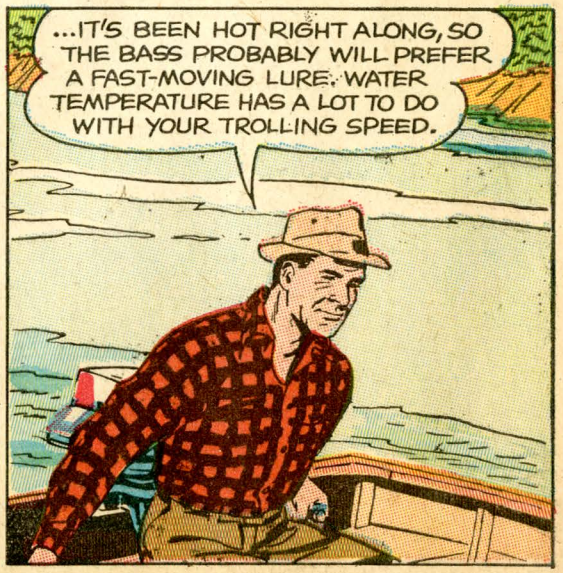
THIS FAST RETRIEVE STUFF REALLY IS SOMETHING NEW!
YES, BUT IT PRODUCES FISH!
WELL, THAT'S A FEW DOZEN CASTS WITHOUT A STRIKE. WE MUST BE HOODOOS. YOU DID ALL RIGHT ALONE YESTERDAY.
IT'S NOT YOUR FAULT... YOU'RE DOING FINE WITH THAT PLUG-CASTING OUTFIT BUT YOU CAN'T CATCH FISH IF THEY'RE NOT THERE. WE'VE GOT TO FIND 'EM FIRST.
WE'LL DO SOME FAST TROLLING AND COVER A LOT OF WATER TO FIND WHERE THOSE BASS ARE. HERE, USE THESE HEAVY, SHORT RODS FOR THIS WORK.
FOUR-FOOT RODS WITH LIGHT, SALT-WATER REELS? THAT'S A NEW ONE IN FRESH WATER.
THE LINE'S ABOUT 25-POUND TEST MONOFILAMENT, ISN'T IT?
YES. YOU NEED A HEAVY RIG TO TROLL A LURE THAT DIGS ALONG THE BOTTOM. I LIKE HEAVY MONOFILAMENT BECAUSE IT HELPS YOU "FEEL" YOUR LURE WORKING.
THERE SHOULD BE A SUBMERGED BAR RUNNING OUT FROM THAT POINT OVER THERE. I'LL RUN US BACK AND FORTH OVER IT, WHILE YOUR LURES DRAG THE BOTTOM.
THIS IS WHAT I CALL 'SILENT' TROLLING.

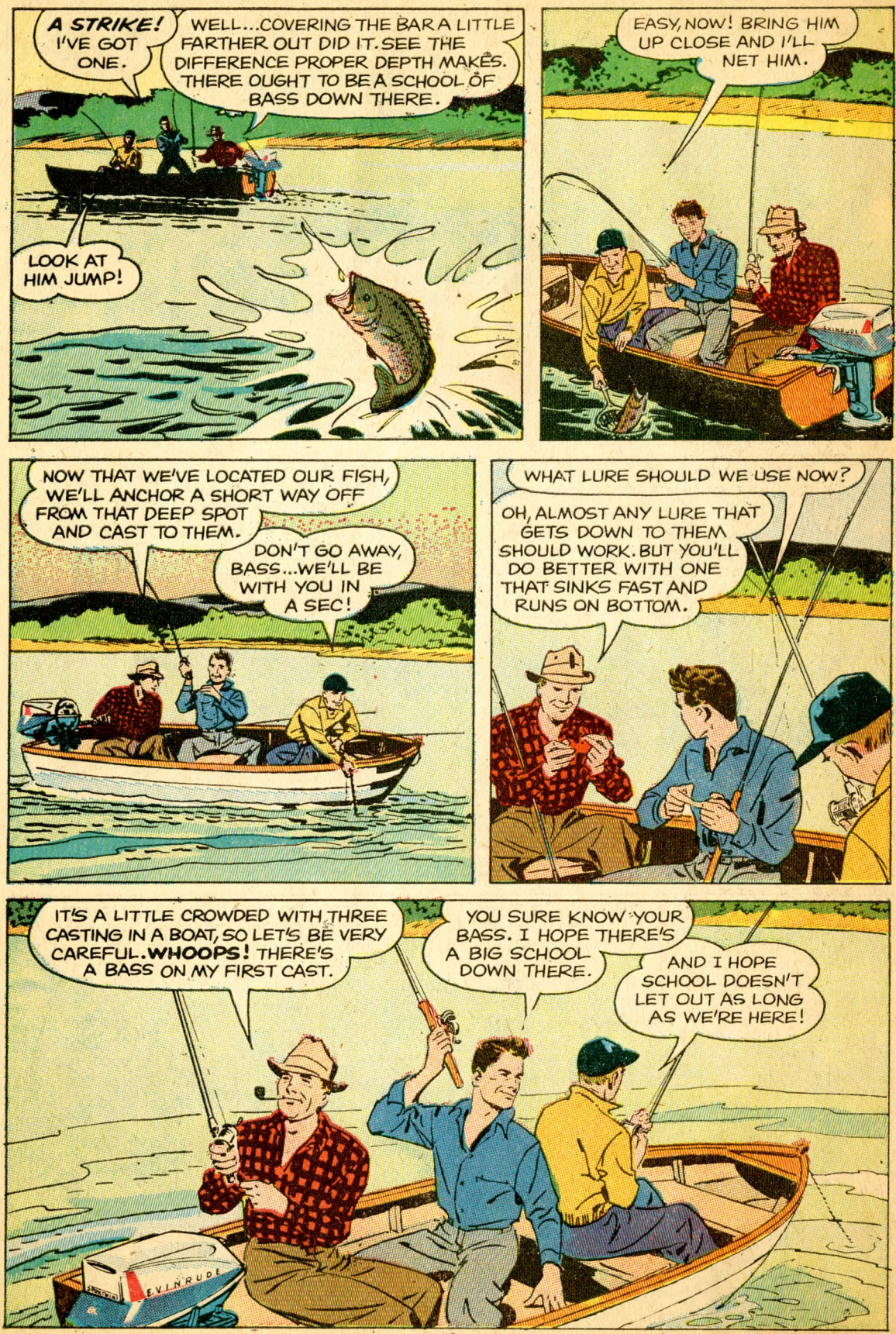

IT'S IMPORTANT THAT YOU USE A LURE THAT GOES DOWN AND STAYS DOWN. THOSE SPOONS YOU'RE USING STAND UP ON THEIR NOSES AND SCRAPE RIGHT OVER THE BOTTOM. JUST BE CERTAIN ALWAYS TO USE A LURE THAT GOES DOWN TO WHERE THE FISH ARE, EVEN IF YOU HAVE TO ADD LEAD TO THE LINE 10-FEET IN FRONT OF THE LURE.
EVINRUDE
STOUT TACKLE SURE IS NEEDED TO TROLL THIS FAST.

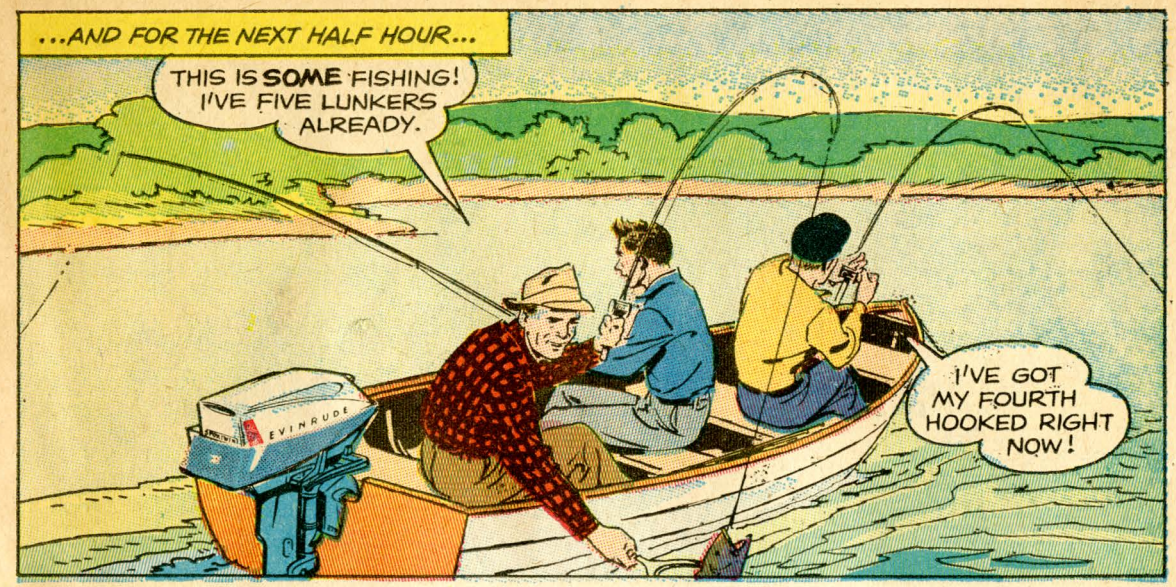

...ALONG THE BOTTOM THE SPOONS DIG AND BOUNCE AND WOBBLE, AS THE OUTBOARD PUSHES THE BOAT SMOOTHLY AND SILENTLY ALONG.

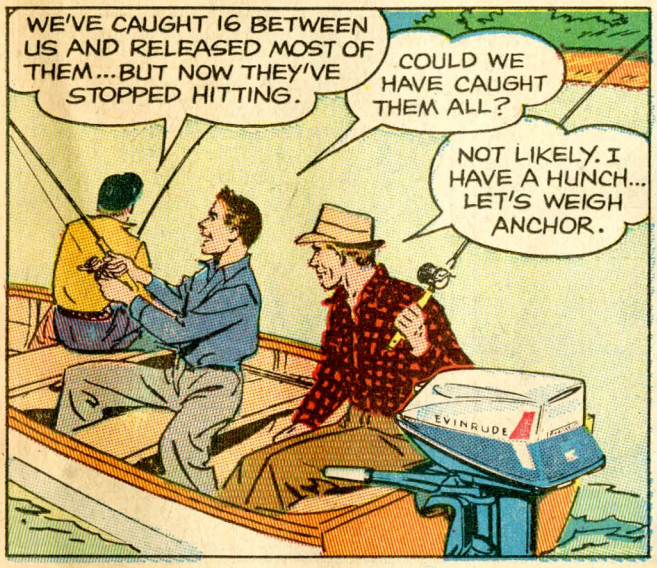

WE'LL COME ABOUT AND RUN OVER THE BAR AGAIN, THIS TIME A LITTLE FARTHER OUT.

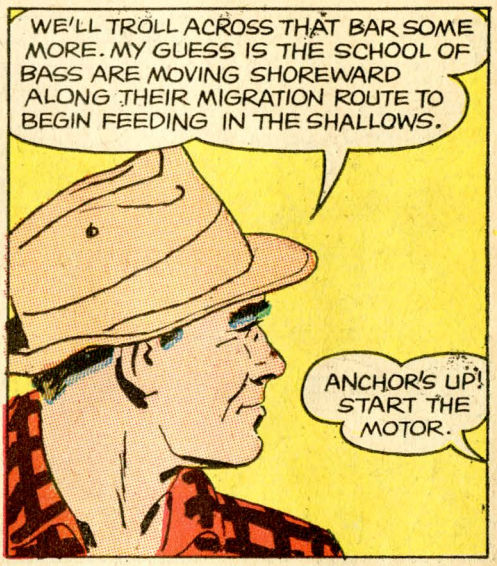
AND I'LL RUN AT VARYING SPEEDS THIS TIME...SLOW, MEDIUM, FAST...AND SO ON. IT'S GOOD TO VARY YOUR TROLLING SPEED CONSTANTLY, WHICH IS EASY TO DO WITH EVINRUDE'S THROTTLE ARRANGEMENT...


...IT'S BEEN HOT RIGHT ALONG, SO THE BASS PROBABLY WILL PREFER A FAST-MOVING LURE. WATER TEMPERATURE HAS A LOT TO DO WITH YOUR TROLLING SPEED.


A STRIKE! I'VE GOT ONE.
WELL...COVERING THE BAR A LITTLE FARTHER OUT DID IT. SEE THE DIFFERENCE PROPER DEPTH MAKES. THERE OUGHT TO BE A SCHOOL OF BASS DOWN THERE.
LOOK AT HIM JUMP!
EASY, NOW! BRING HIM UP CLOSE AND I'LL NET HIM.
NOW THAT WE'VE LOCATED OUR FISH, WE'LL ANCHOR A SHORT WAY OFF FROM THAT DEEP SPOT AND CAST TO THEM.
DON'T GO AWAY, BASS...WE'LL BE WITH YOU IN A SEC!
WHAT LURE SHOULD WE USE NOW?
OH, ALMOST ANY LURE THAT GETS DOWN TO THEM SHOULD WORK. BUT YOU'LL DO BETTER WITH ONE THAT SINKS FAST AND RUNS ON BOTTOM.
IT'S A LITTLE CROWDED WITH THREE CASTING IN A BOAT, SO LET'S BE VERY CAREFUL. WHOOPS! THERE'S A BASS ON MY FIRST CAST.
YOU SURE KNOW YOUR BASS. I HOPE THERE'S A BIG SCHOOL DOWN THERE.
AND I HOPE SCHOOL DOESN'T LET OUT AS LONG AS WE'RE HERE!
EVINRUDE


...AND FOR THE NEXT HALF HOUR...
THIS IS SOME FISHING! I'VE FIVE LUNKERS ALREADY.
I'VE GOT MY FOURTH HOOKED RIGHT NOW!
EVINRUDE

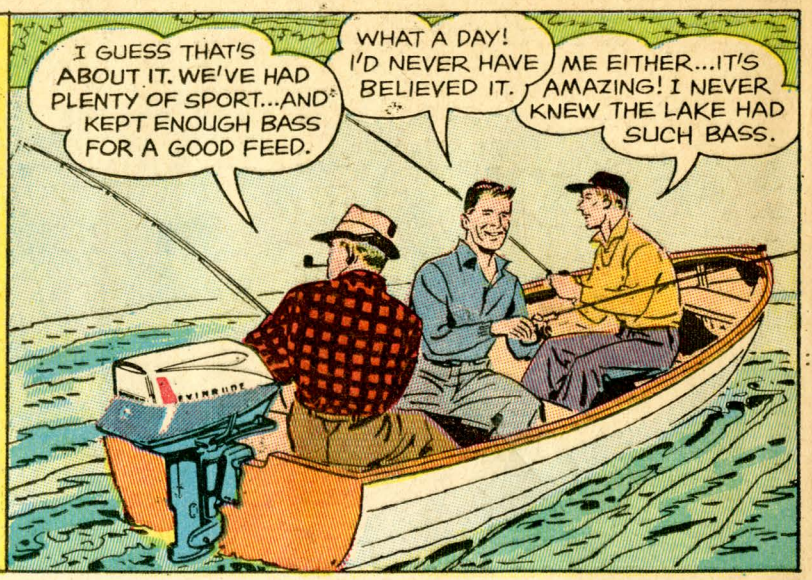

WE'VE CAUGHT 16 BETWEEN US AND RELEASED MOST OF THEM...BUT NOW THEY'VE STOPPED HITTING.
COULD WE HAVE CAUGHT THEM ALL?
NOT LIKELY. I HAVE A HUNCH... LET'S WEIGH ANCHOR.
EVINRUDE

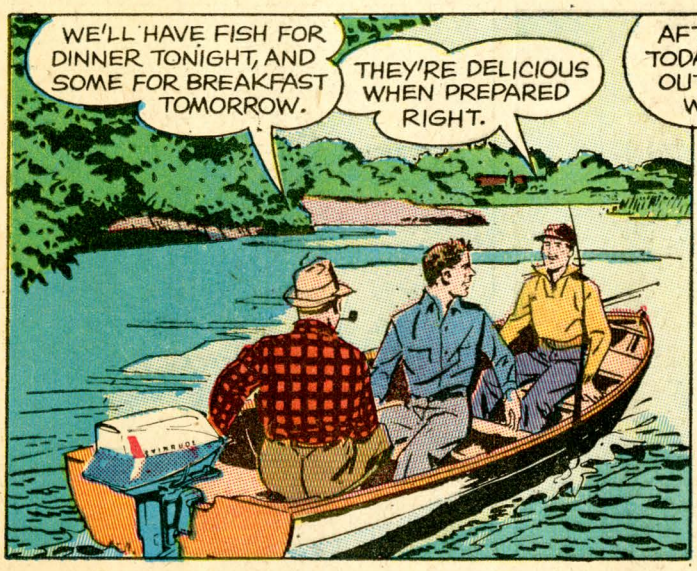

WE'LL TROLL ACROSS THAT BAR SOME MORE. MY GUESS IS THE SCHOOL OF BASS ARE MOVING SHOREWARD ALONG THEIR MIGRATION ROUTE TO BEGIN FEEDING IN THE SHALLOWS.
ANCHOR'S UP! START THE MOTOR.

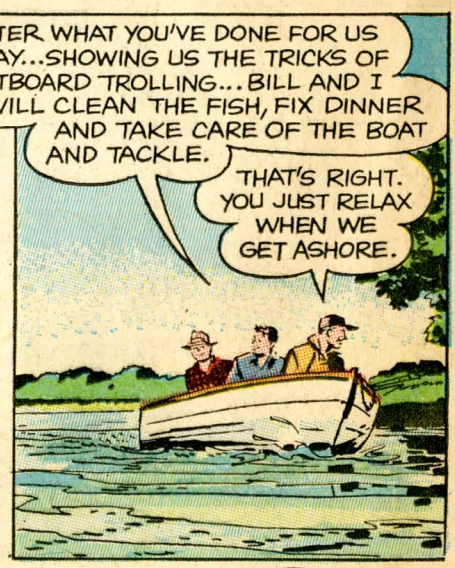
THERE! I'VE GOT A FISH, BUT IT'S A LITTLE WHITE BASS. ON THIS HEAVY TROLLING TACKLE HE'S NOT MUCH SPORT.
YOU'LL CATCH ANY FISH THAT EATS OTHER FISH WITH THIS OUTBOARDING METHOD. I'VE CAUGHT THOUSANDS OF WHITE BASS, HUNDREDS OF WALLEYES AND LARGEMOUTH BASS ...AS WELL AS LAKE TROUT, MUSKIES AND NORTHERNS. I'VE EVEN CAUGHT CARP BY FAST TROLLING A BOTTOM-GOUGING LURE.

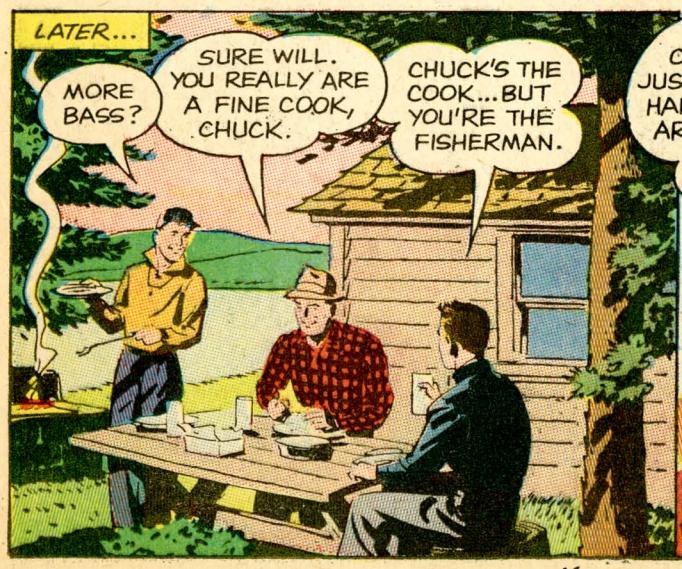
THIS IS ABOUT WHERE THAT BAR SHOULD BE. HEY! YOU'VE GOT ONE!
I SURE HAVE! AND HE FEELS LIKE A GOOD 'UN!
DON'T LOSE HIM!
EVINRUDE

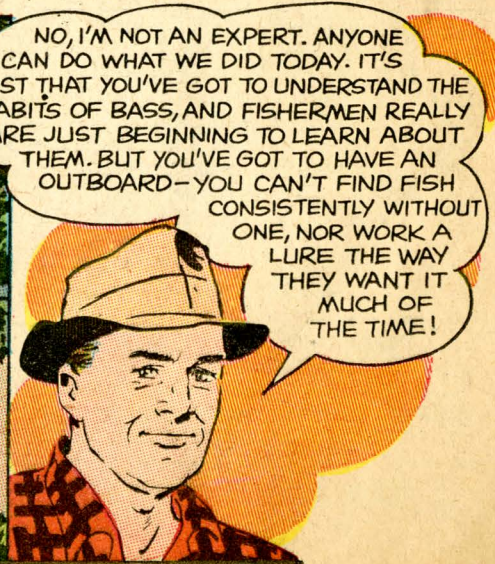
As soon as Chuck got his strike on the bar, they anchored again and cast with light tackle. By dragging their lures deep across the bar, several more nice bass were taken. The school of bass, moving up the "migration route", were running smack into the fishermen's crossing lures. The fishermen followed the bass into the shallow feeding areas, where they caught a few more.


I GUESS THAT'S ABOUT IT. WE'VE HAD PLENTY OF SPORT...AND KEPT ENOUGH BASS FOR A GOOD FEED.
WHAT A DAY! I'D NEVER HAVE BELIEVED IT.
ME EITHER...IT'S AMAZING! I NEVER KNEW THE LAKE HAD SUCH BASS.

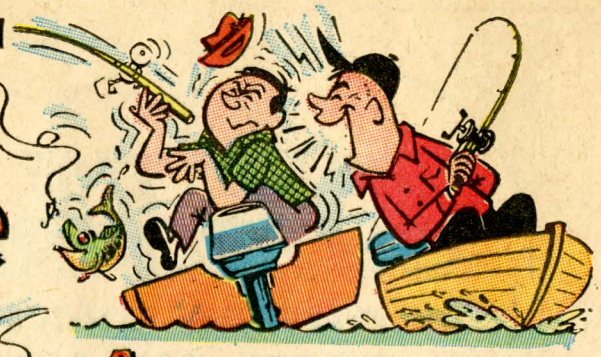



AFTER WHAT YOU'VE DONE FOR US TODAY...SHOWING US THE TRICKS OF OUTBOARD TROLLING... BILL AND I WILL CLEAN THE FISH, FIX DINNER AND TAKE CARE OF THE BOAT AND TACKLE.
THAT'S RIGHT. YOU JUST RELAX WHEN WE GET ASHORE.

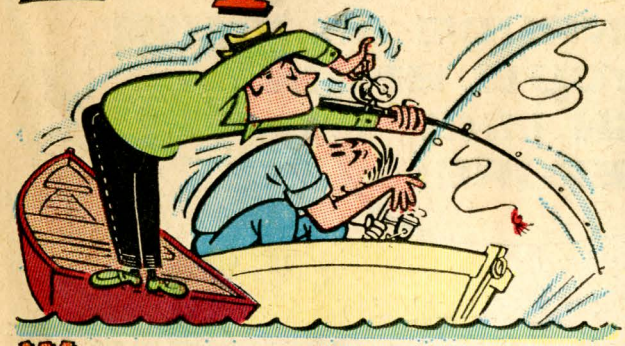



NO, I'M NOT AN EXPERT. ANYONE CAN DO WHAT WE DID TODAY. IT'S JUST THAT YOU'VE GOT TO UNDERSTAND THE HABITS OF BASS, AND FISHERMEN REALLY ARE JUST BEGINNING TO LEARN ABOUT THEM. BUT YOU'VE GOT TO HAVE AN OUTBOARD—YOU CAN'T FIND FISH CONSISTENTLY WITHOUT ONE, NOR WORK A LURE THE WAY THEY WANT IT MUCH OF THE TIME!

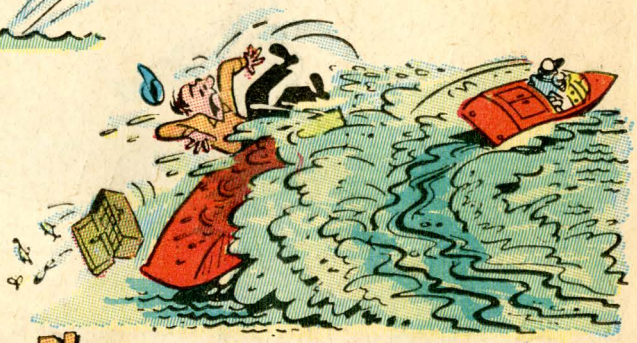
A FEW REMINDERS ON Fishing Etiquette



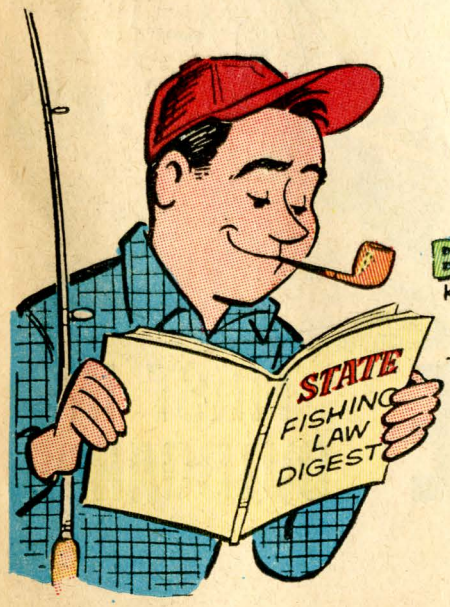
A FRIENDLY "WHAT LUCK ARE YOU HAVING?" WILL USUALLY OPEN UP A CONVERSATION WITH ANOTHER ANGLER THAT COULD LEAD TO A STRONG, LASTING FRIENDSHIP—IF YOU DO IT IN A GENTLEMANLY MANNER.



WHEN YOU SEE AN ANGLER THAT HAS FOUND A GOOD FISHING SPOT IT'S ALL RIGHT TO TRY YOUR LUCK NEAR HIM—BUT NOT SO CLOSE THAT YOU DISTURB HIS FISHING—NOR AHEAD OF HIM WHERE HE'S GOING TO FISH.



NEVER SPEED BY ANOTHER BOAT SO CLOSE THAT YOUR WAKE ROCKS HIS UNDULY.



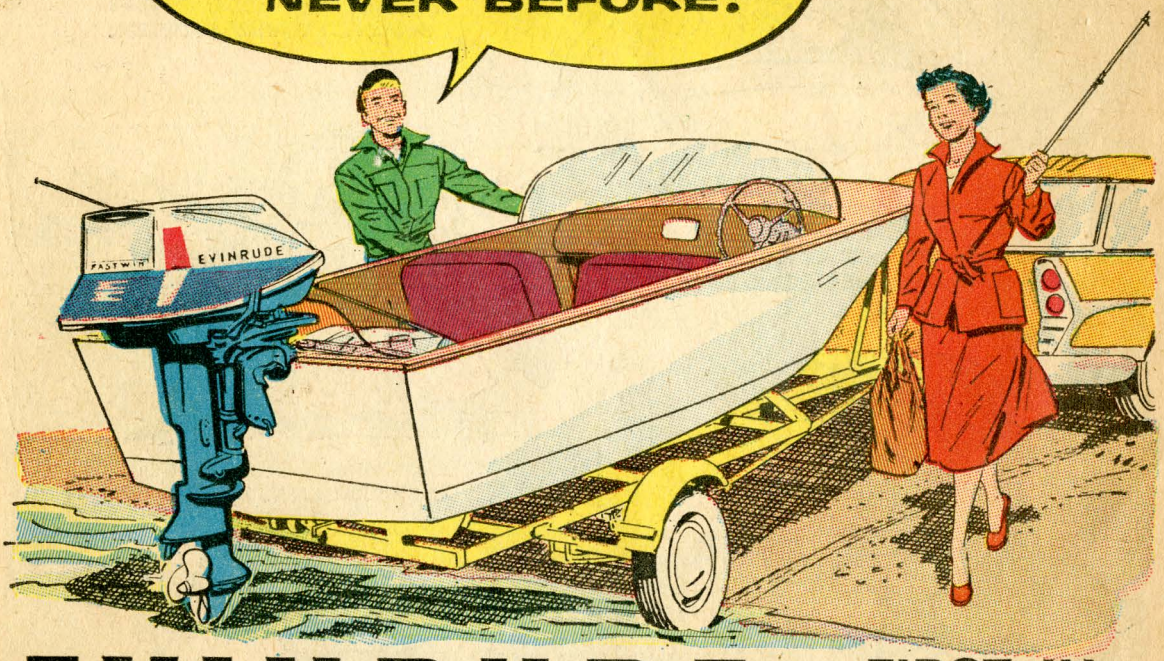
BE A GOOD SPORT. KNOW YOUR STATE'S FISH LAWS...AND OBEY THEM. THEY'RE FOR YOUR BENEFIT!

ALWAYS REMOVE HOOKS WITH A DISGORGER. THIS HANDY INSTRUMENT REMOVES THE HOOK WITHOUT HURTING THE FISH. IF YOUR CATCH IS UNDERSIZED OR YOU DON'T WANT TO KEEP IT FOR SOME OTHER REASON, YOU CAN RELEASE IT—AND THE FISH WILL LIVE TO BE CAUGHT ANOTHER DAY.

Produced by JOHNSTONE & CUSHING, 137 EAST 57 ST NEW YORK, N Y

ENJOY THE SPORT OF OUTBOARD FISHING!

PUT AN EVINRUDE ON YOUR BOAT—AND YOU'LL BEGIN TAKING FISH LIKE NEVER BEFORE!



EVINRUDE

FIRST IN OUTBOARDS

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